

Historic, archived document

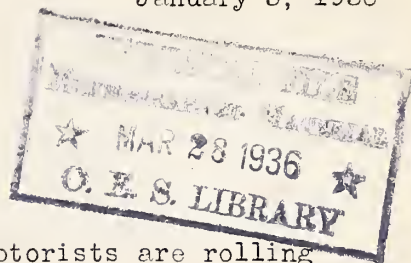
Do not assume content reflects current scientific knowledge, policies, or practices.



No. 2

January 3, 1936

ROOM TO MAKE MONEY



From March to December, thousands of motorists are rolling along our highways and byways in every State -- and in some climates they move in great numbers in winter. Much as they like to travel, they also sleep and eat. At the end of the day "tourist home" is very often their stop sign.

Farm women have been quick to see the tourist dollar as a practical and often very pleasant way to add to income. To those on main roads, catching the motorist's eye is relatively easy, but there are ways for those on secondary roads or side streets to bring in guests. Tired travelers are often glad to turn off the humming pike for a night of unbroken darkness and quiet. They ask for directions at filling stations, garages, drug stores, and restaurants. It may be possible to get recommendation and cooperation from the proprietors of such places in your nearest towns. Conspicuous well-worded road signs help, like this one: "Turn here for 'Quiet Retreat', 1/2 mile off the main road."

The States frequented by vacationists have encouraged high standards in tourist homes. In Vermont there is an organization of tourist home managers, which holds winter conferences with the State agricultural extension service. The members take up such subjects as attractive home grounds, comfortable houses, good beds and good meals, advertising, amusements, and sanitary arrangements. The West Virginia Extension Service inspects homes before giving permission to display

the sign "Approved Mountain State Tourist Home."

In many States the extension service is ready to help people who wish to attract tourists. For much of the country winter is the time to make plans for preparing the house and grounds and freshening furnishings, to study the requirements of patrons and to work out good advertising.

It may be necessary to ask yourself questions that would be embarrassing if they came from outside the family. Is there a natural charm about the place that will instantly appeal to the fast moving prospect? Or will they say, "Never mind that one, we'll go on till we come to another"? What can you do with paint and plants to give your home this special appeal? How about some inviting bright-colored home-made lawn chairs and tables facing the view? An air of neatness outside the house promises cleanliness and comfort within.

There should be one sign, plain and easily read, about 500 feet from the house in each direction, and another sign at the entrance. Many people continue to travel at night rather than sit about in a strange house - so keep the sign lighted reasonably late, especially if yours is the only stopping place in a long stretch of highway. Keep the lower floor well lighted, too, especially if the house is on a little traveled road. Dim lights have a sinister look and people will search for more reassuring surroundings. A surprising number of women tour about together in the summer. Many of them are teachers who have a long vacation and who may be induced to linger more than one night if they like your place. These are the guests who cause so many farm women to mention the enjoyment they have had in taking tourists, the

pleasant contacts and enlarged outlook furnished by new people, however brief their stay.

NOTE TO EXTENSION EDITOR -

Topics for follow-up stories will be:

Inside the tourist home.
Beds and baths.
Suppers and breakfasts.
Businesslike methods.

